BRAZILIAN BULLETIN

Published by the Brazilian Government Trade Bureau, 551 Fifth Avenue, New York 17, N. Y.
(Under the Dept. of Industry & Commerce of the Ministry of Labor, Industry & Commerce of Brazil)

VOL. XII | APRIL 1, 1956 | No. 275

PAIS
APR 1 3 1956

Finance Minister Seeks Foreign Firms

Goias Being Industrialized

Latest Census of IBGE Shows 3,828 Factories Located in State

The economic development of the inland State of Goiás is reflected not only in its population increase, accentuated by the migration into it from other regions, but also in the improvement of agriculture and commerce.

Industrialization of this prosperous State has also been going on. A large part of Goias industry continues to be tied to the processing of animal products, including the preparation of meats, and also of farm crops. The food industry alone accounts for approximately eighty per cent of the State's total production. In second place is the processing of non-metalic minerals. Then follow beverages and the lumber industry.

Booming Industrialization

Industrial activity has skyrocketed since 1940. In that year total value of production was merely Cr$36,000,000. In 1950 it passed Cr$508,000,000, and it is estimated to have gone beyond a billion in 1953.

1950 Figures

The census of 1950 listed the existence of 674 manufacturing establishments against 370 in 1940. According to the Bureau of Economic Inquiry of the IBGE, the number had grown to 3,828 in 1953. Of this number 3,529 were small establishments employing fewer than five persons each and with a total production of Cr$358,000,000, the average being Cr$100,000 for each establishment. The remaining 299, which employ five or more persons, had

(*See Page* 3)

Treasure Beneath Brazil's Surface

Finance Minister Alkimin reveals that there is a growing interest by both foreign and domestic metallurgists and financiers in developing Brazil's rich mineral deposits by locating mines in various parts of the country. In addition, the United States has made available Point Four aid. The photograph shows a Brazilian mine being worked at or near the surface.

Coffee Plantations are Relocating Northward in Warmer São Paulo

Results of Frost Damage of 1953 Spurs Growers To North of Campinas

Millions of new coffee trees, planted in areas of the State of São Paulo previously abandoned by the industry, are now in their third year and are beginning to bear, it was reported by the director of the Instituto Agronomico at Campinas, one of the oldest agricultural research stations in Latin America. This return to more northerly location of the trees and abandonment of plantings that had been pushed too far south is the result of severe frost damage suffered by the Brazilian coffee industry in 1953 and 1955.

High-Yield Seeds

In the new plantations north and west of Campinas, hybrid, fast-growing and high-yielding seeds have been used, thus making possible a normal crop from a smaller number of acres.

Confers With Business Men

Notes the Wide Interest Which Foreign Capital Also Shows Brazil

Finance Minister José Maria Alkimin, in a mass press interview which he granted to journalists accredited to his ministry, declared that the possibilities of foreign investments are constantly increasing in the basic sectors of the Brazilian economy. On the day preceding the interview, the head of the Finance Ministry had received a visit from the British Ambassador, who had come to present proposals from certain English industrialists who are interested in establishing themselves in Brazil.

The Finance Minister also revealed that he had received a commission of foreign industrialists primarily interested in metallurgy who had come accompanied by Governor Janio Quadros to discuss with him the development of the metallurgical industry in Brazil. The State of São Paulo, of which Sr. Quadros is governor, is known to have large mineral deposits, and these industrialists are interested particularly in the Paulista State.

Sees Wide Interest

"These facts demonstrate," Sr. Alkimin stressed, "the wide interest which foreign capital has in the economic development plan of the Brazilian Government. Nor will the Government deny its support to those proposals which have a real contribution to make in accelerating Brazil's industrial progress."

The Finance Minister spoke these words with full reference

(*See Page* 6)

Paes de Almeida Brazil Bank Head

São Paulo Banker Named As New President of Banco do Brasil

Sr. Sebastião Paes de Almeida has been installed as President of the Bank of Brazil following his nomination to the post by President Juscelino Kubitschek. He is forty-three years old and a native of São Paulo. Well-schooled in law and banking, Sr. Paes de Almeida has devoted himself to banking and the industrial progress of Brazil since 1934, when he completed his training at the São Paulo Law School.

His Chain of Plants

The new head of the Bank of Brazil personally organized a chain of glass manufacturing plants throughout Brazil, involving about forty units. He is also interested in developments in transportation, one of the problems of greatest importance to the economic development of Brazil.

In addition, with Sr. Lineu Gomes, he founded one of the biggest aviation enterprises in South America, *Real Transportes Aéreos*, which he directed for a period of five years. He has also served as a member of the Board of Directors of the Federation of Industries of São Paulo.

Interest in Soccer

Recognizing the importance of sports in building a new social life in his country, Sr. Paes de Almeida has dedicated himself to the development of sports in São Paulo. For ten years he was the director of the Association of Soccer Clubs of São Paulo.

Installation Ceremony

The ceremony at which Sr. Paes de Almeida was installed was attended by representatives of government, banking, industry and commerce, headed by Finance Minister José Maria Alkimin.

In the address following his inauguration, the new President of the Bank of Brazil said, "Our exchange, monetary and supply situations are aggravated by the fact that they interact upon each other. What is required is a coordinated economic and finance policy which considers them as an overall problem."

Brazilian News and Notes

"GALOCHA MODERNA" A POPULAR U.S. IMPORT

Brazilian manufactured overshoes, made of a tear-resistant pure Para rubber, have become popular with U.S. men, who are always comfort-conscious and who have an eye for good styling. The overshoes, which are intended for all kinds of weather, are half the weight of ordinary rubbers, air-ventilated, and can be worn indoors, without discomfort. Pocket-size and pliable, they can be tucked away when not in use. They retail in the better shops for about $4.00.

AUNT JEMIMA FEATURES CHICKEN CARIOCA PANCAKES

The Quaker Oats Company, of Chicago, Illinois, who manufacture the Aunt Jemima Pancake Mix and other food products long well known on North American tables, feature on their pound-and-a-quarter size package of pancake mix a recipe for chicken carioca pancakes. The recipe was created by the kitchen of the Hotel Copacabana of Rio de Janeiro and tastes very good. The sauce is a sauce supreme.

ENGINEERS NOW TALK OF A TRANS-AMAZONAS ROAD

At a recent meeting of Inter-American highway experts in Rio de Janeiro, there was made a proposal for the construction of a highway from Bogotá, Colombia, to the Atlantic coast of Brazil that would cut through the Amazon region.

VARIG BRAZILIAN AIRLINES HAVE 14-DAY TRIP TO RIO

VARIG Brazilian Airlines have just inaugurated a fourteen-day package trip from New York to Rio de Janeiro, stopping at Bahia, São Paulo, and Ciudad Trujillo. The price is US$873, which includes tourist air-coach passage, hotels, some meals and sightseeing.

BRAZILIAN DISEUSE APPEARS IN APRIL 11 RECITAL

Margarida Lopes de Almeida, outstanding Brazilian *diseuse* will give a concert in the Music Room of the Biltmore Hotel at eight thirty on April 11. The performance is being sponsored by the Brazilian Cultural Society.

WAREHOUSES AND SILOS COMMISSION REPORTS

The Special Commission for a National Chain of Warehouses and Silos, CERNAS, has completed the planning stages of the national chain of units and has decided upon a total of 155 with a total capacity of 781,180 tons to be distributed as follows: The Northeast, 37 units with a capacity of 180,790 tons; the East, 46 units, to contain 228,390 tons; the South, 64 units with a total 362,900 ton capacity; the Central West, 8 units and 9,100 tons. The units are intended for the storage of grain. A credit system is also being set up to make money available on crops in storage.

BRAZILIAN STEEL CO. SELLS U.S. 20,000 TONS OF PIG IRON

The Brazilian National Steel Corporation has sold 20,000 tons of pig iron to the United States. The first shipment, comprising 7,000 tons, has already been despatched. There is at present an increased interest in pig-iron imports on the part of the world's leading steel centers. Prices are now quite favorable for export in view of the industrial boom in steel and steel fabrication and also in view of the difficulty faced by steel production companies in getting a sufficient supply of coal.

URUGUAY ARRANGES FOR LARGE TINNED FISH IMPORT

A delegation representing the Uruguayan government and importers of canned fish have arrived in Rio to negotiate for the sale to Uruguay of about US-$1,000,000 in tinned fish.

BILL FOR NEW STAMPS OFFERED IN CONGRESS

A bill proposing new commemorative issues has been presented in the Chamber of Deputies. The new postage stamps and their dates of issue are the following: (1) The Centenary of the City of Uberaba, Minas Gerais, May 2; (2) The Centenary of the City of Ribeirão Preto, São Paulo, June 19; (3) The Quadricentennial of St. Ignatius Loyola, July 31; (4) The Centenary of Montes Claros, Minas Gerais, June 3, 1957.

BELO HORIZONTE'S GROWTH CONTINUES

Housing to take care of the city of Belo Horizonte's constantly increasing population continues to be built apace. According to figures furnished by the office of the mayor of Belo Horizonte, which is in the State of Minas Gerais, from the period January 1 to August 31, 1955, 1205 buildings were erected. Of these 1,089 were residential, intended for the expanding population and 54 were either commercial or industrial. The remainder were multiple-purpose units. Eighty-one per cent of those receiving certificates of occupancy were of the one-storey type.

RIO'S MUSEUM OF SCIENCE AIMS TO ATTRACT STUDENTS

The Museum of Science of Rio de Janeiro, which has just been created by the Brazilian Center of Physical Research, has as its principal objective the attracting of a larger number of young students to its many and varied projects. In this way Brazil, in the future, will be able to graduate a larger number of engineers, scientists and expert technicians. Of the two buildings planned, one is to be for the study of astronomy and geophysics and will contain a Planetarium.

S. PAULO CELEBRATES ITS INDUSTRY DAY

Word has come from São Paulo that the first "Industry Day" celebrated by the industrial and commercial circles of the Paulista State on February 18 was a huge success. It was sponsored by the Center and Federation of Industries of the State of São Paulo, which is expected next year to inaugurate the second "Industry Day".

PAULISTA BANK TO AID SMALL FARMERS IN STATE

The Bank of the State of São Paulo, with the approval of the Governor of the State, is making available loans for the small farmer.

INCOME AND OUTGO OF 1956 BUDGET

Budget makers foresee for 1956 the Brazilian National Revenue at Cr$70,960,334,000. Since expenditures will be, according to estimates, Cr$71,505,208,940, leaving a deficit of about Cr$545,000,000.

Grassi, S.A., Brazil's Largest Omnibus Body Builders

A Half Century Of Achievement

Firm Now To Manufacture Electric Trolleybuses As It Expands

"On this anvil an industry grew." This is the inscription on a small metal plaque under the anvil used by the brothers Luiz and Fortunato Grassi in the early days of Grassi, S.A., Brazil's largest automobile, truck and bus body builders.

The simple blacksmith's anvil is referred to with humble pride, for the Grassi interests have always been aware that their present position of prominence in Brazilian industry represents slow yet constant growth, dependent upon the same good workmanship that went into the craftsmanship of the original smithy.

Builds Trolleybus Bodies

Grassi, S. A. today is one of the participants in a dramatic international deal by which Brazil is to build her own electric trolley buses. The first one, with a Grassi body, is scheduled to roll off the production line within a year.

Grassi, S. A. began its manufacturing in 1904, when the Grassi brothers, two young immigrants from Italy, started to make carriage bodies. To supplement their income they kept carriages for hire.

First Tire Users

In those early years they practically enjoyed a monopoly in the field, but this did not prevent them from striving always to better their products. They were the first users of the solid rubber wheel on carriages and later of the pneumatic tire. By 1912 they were already using electrically driven machinery.

As they were able to see the immense future of the automobile as early as 1907, they turned their attention to automobile bodies. The streets of São Paulo at this time were crowded with horse-drawn vehicles, but in the Grassi Brothers' shop the first Fiat car that appeared in Brazil was having its body built.

Today's Grassi Omnibus

Grassi has engineered its buses for the requirements of the particular job they are called upon to do. This is an urban coach model with rear entrance. Front exit door is a proved way of equalizing passenger distribution in this well-designed, attractive looking public vehicle.

Turn to Automobiles

In 1908 the Grassis became the representatives in Brazil of an Italian automobile manufacturer, importing his chassis on which they mounted their custom-built bodies. But they were also manufacturing delivery carts, ambulances and fire engines for various government agencies. In a short while the bodies for these vehicles were being mounted on gasoline driven chassis.

Their First Bus

Two years later, in 1910, Grassi built for the Immigration Department on a French-made chassis, the first bus in Brazil with a capacity of forty-five passengers. Though it was open on both sides and sheltered its occupants only by its roof, the vehicle nevertheless made history. It convinced the Grassis that this was the mode of transportation for them to concentrate upon.

By 1920 Grassi buses were already well known in Brazil. The engineer, Quirino Grassi, had been studying the problem of bus transportation and developed his famous "Mamãe me Leva", which may be translated as "Mama, take me!"

Grow With S. Paulo

As São Paulo grew, the Grassi firm flourished. In 1929 along with their bus construction the enterprise adopted a beltline system of production and turned out a daily average of sixty truck and cab bodies for the Ford Motor Company and General Motors of Brazil.

With the development of interurban travel, the Grassis created new models which revolutionized the bus industry and highway transportation. Each of the new models was given an historical name in keeping with its intended purpose. The Sertanejo model, for instance, had as its characteristics sturdiness, light weight, comfort, attractive appearance and low cost.

Capitalization

When in 1945 the concern was transformed into a corporation, Grassi had a capital of Cr$2,000,000. In 1948 it had climbed to Cr$11,000,000. By virtue of new financing in 1949 the available capital expanded to Cr$15,000,000. Today, on the threshold of a widening business horizon, Grassi, S. A. has an available capital of Cr$40,000,000.

Goiás Undergoing Industrialization

State Industrial Activity Mounting in Its Three Leading Cities

(*From Page* 1)

a total product of Cr $685,000,000. The individual average for each such establishment was more than Cr$2,000,000.

Important Centers

The most important industrial centers are Anápolis, Goiânia and Pires do Rio. In 1953, excluding the production of establishments employing less than five persons, Anápolis produced a total of Cr$231,000,000, Goiânia Cr$139,000,000 and Pires do Rio Cr$77,000,000. Four other towns, Ipameri, Catalão, Goiandira and Inhumas, were producing over Cr$20,000,000.

A Grassi Victoria of 1907

Grassi has always considered sturdiness an essential quality in construction, as this 1907 Victoria shows. Note the solid rubber tires, then new, and the substantial headlights. Grassi craftsmanship has made it largest firm of its kind in Brazil.

Marcha, Choro and Samba Right in Your Own Home

LP's of Course! Gay Albums, too

And They May Be Had At Once from Stock Here in the U. S.

Cast your eyes to the right, ladies and gentlemen, or perhaps it should be *senhoras e senhores*, since you might very well be looking into the attractive showcase of a popular Brazil record shop. The covers shown are samples of what today's Brazilian dance fans are buying and admiring.

Good news! You can get these records right here in New York, just in time to participate in the first enthusiasm of the new Latin-American dance craze. If you are the disc jockey, you will be impressed by the technical excellence of these records.

Standard 33⅓ rpm

The records are all of the long-playing type, standard 33⅓ rpm, pressed in Brazil and reproducing the songs now being featured by the leading orchestras, vocalists and instrumentalists. They bear Brazil's leading labels, and are attractively packaged in gaily decorated jackets.

The discs which are now available in this country range from *Moonlight on the Northern Prairies*, a collection of art songs, to *Fantasia e Fantasias*, the music of the floor show of the swanky Golden Room of the Copacabana Palace.

Even a Floor Show

Fantasia e Fantasias presents twenty-nine minutes of uninterrupted music from the sell-out song and dance routine which is "packing them in" at the Golden Room. The record begins conventionally enough with the music of Liszt and Rachmaninoff, obviously meant to accompany the classical ballet.

As the disc proceeds, the music becomes much more modern, and some of the dance titles and tunes are fascinating. What could be done with, "Miau, Miau"! It is soon followed by the "Marcha do Tambor", or March of the Drum.

Night Club Philosopher

There is also a number called "Mora na Filosofia", which is hardly a title for a nightclub to take seriously, since it enjoins its listeners to live in philosophy. It probably rolls the audience with laughter.

Just before the disc ends, there is a fetching song called "É Bom Parar", which might be freely translated as It's Good to Keep at Arm's Length. It would be interesting to know the effect of this advice because the closing number gives a close-up of a girl's hair.

The multicolored, eye-filling jacket has a picture of Mephistopheles dangling a shiny red apple before a modern Eve. The jacket is not on display in the window at the right.

Some *Modinhas*

Luar do Sertão by Catullo da Paixão Cearense is a selection of *modinhas* or artistic folk songs by a much-admired Brazilian composer. Accompanied by the guitar, these songs are well received, not only by the masses, but are even appreciated by professional musicians and in university circles. The words of these songs usually grow out of subjects close to the folk, but the rhythms are more sophisticated.

Catullo has caught the psychology of the backlanders of northern Brazil. He heightens its expression through his modulations of the traditional accompaniments of their songs. On this long-playing record, Paulo Tapajós interprets these highly regarded songs. Sr. Tapajós is the present artistic director of the Rádio Nacional. The orchestra is directed by Lyrio Panicali.

Bahia Melodies

There is also an album of the songs of Bahia, sung by Aristeu Queiróz, who accompanies himself on the guitar. They run the gamut of the emotions.

Typical of the albums is the *Viagem Músical com Vanja Orico*, which is offered as an album of characteristic songs and dances. It makes an attempt to sum up vigorously the thought and the emotions of a social group. Those who have seen the recent Brazilian motion picture, *O Cangaceiro*, will be glad to learn that the principal melody, "Mulé Rendeira", is recorded here.

Vanja Orico, who sings the melodies, has toured extensively as a singer. Her appeal is evident in this disc. Eight different kinds of dances are presented. Side A contains a Côco, Xótes, Samba, Rojão. Side B offers a Baião, Toada, an interpretive number based on the Legend of Abaeté, and a Capoeira.

A Collector's Item

This album is described by its producers as an expression of legitimate Brazilian popular songs, and not one intended for students of Brazilian folklore. Many collectors of folk and popular songs will, therefore, find this album of particular interest.

Lamartine Babo makes his LP debut on an interesting disc called *Carnaval de Lamartine Babo*. What he does cannot really be called singing because he has no singing voice, but he really catches the carnival spirit. The best way to describe him is to call him a male Carmen Miranda in his natural habitat.

Carnival Comedy

He offers "Carnaval Brasil", which is described as a carnival

Carnival in Rio

A great deal of attention is paid in Brazil to the street decorations which provide the backdrop for the music and entertainment of "Carnaval." This scene, depicting Rei Momo's crown resting on a "lavish" structure, took place in front of Rio's famous Teatro Municipal. The music featured may be found in the records described on these pages.

hymn and deserves a hearing. There is also a good deal of fun making, as, for instance, in the song called "História do Brasil", which pays its respects to Seu Cabral. This record also offers "O Teu Cabelo Não Nega", which is included in the floor show of the Golden Room of the Copacabana Palace.

In a more serious vein is the disc featuring the music of Dorival Caymmi, interpreted by the famous pianist, Jacques Klein. Dorival Caymmi is an inspired and successful Brazilian composer, many of whose songs are well known in Brazil. Three not previously heard on records are inscribed here: "Nesta Rua Tão Deserta", "Tão Só" and "Valerá a Pena?". These have attractive melodies.

A Young Artist

The artist who plays these songs, Jacques Klein, hails from Aracati, the State of Ceará. He is quite young, having been born in 1930, but since he has been making public appearances since the age of five, he may be said to have had a long career. Of him one famous jazz pianist exclaimed, after hearing him perform, "After this exhibition, I shall not play tonight." The disc indicates why.

There is one album which bears the single-word title, *Carnaval*. It is made up of eight dance numbers whose lyrics are conveniently included on the jacket. One of these deserves translation:

An "LP" Record Showcase

This might very well be a window display of records currently available in an up-to-date Brazilian record shop. The album covers are representative of the popular discs which may be purchased from stock in the United States.

DON'T COME CLOSER

No.
No, my old flame,
Don't come any closer.
You upset me
And I can't forgive you.
I cried and begged for mercy,
I suffered long and patiently,
But as everything in life passes
You, too, have gone out of it.
You've lost my favor.

This is a welcome change of theme. Incidentally, this is a good album for those interested in spoken Portuguese.

"Carnaval de 1956"

There are two dated albums, one *Carnaval de 55* and the other *Marchas e Sambas do Carnaval de 1956*. *Carnaval de 55* is also made up exclusively of marchas and sambas. The rhythms can best be described as "hot". The songs included are "Até Que Enfim", interpreted by Flora Matos; "Não Aguento Este Calor", interpreted by Paulo Molin; "Chega de Amôr", interpreted by Ana Cristina; "Carrasco", interpreted by Carlos Augusto; "Todo Mundo Sambou", interpreted by Mariza; "Sem Compromisso", interpreted by Garotos da Lua; "Minha Mágua", interpreted by Neusa Maria, and "Rosto Bonito", interpreted by Carlos Augusto.

The marchas and sambas of the 1956 carnival are interpreted by Marlene, Luiz Bandeira, Carlos Augusto and Romeu Fernandes. The songs are "Marcha do Ibrahim", "Não Va Embora", "A Serenata Morreu", "Volta Ao Seu Lar", "Diabo Te Carregue", "Couro do Falecido", Sinha Moça" and "Eu Fracassei".

For Those Interested

All of these discs are available here in New York at the present time. The address where they may be obtained may be had on application to the Brazilian Government Trade Bureau, 551 Fifth Avenue, New York 17, New York, or by phone, MU 2-1055.

LIST OF RECORDS CURRENTLY AVAILABLE

1) ATAULFO ALVES e suas pastoras	— Sambas
2) ATAULFO ALVES e suas pastoras	— Sambas
3) CARNAVAL DE 1955	— Sambas e Marchas
4) CARNAVAL DE LAMARTINE BABO	— Sambas e Marchas
5) CARNAVAL DE 1955	— Sambas e Marchas
6) CARNAVAL DE 1956	— Sambas e Marchas
7) RITMOS BRASILEIROS—CARNAVAL 1956	— Sambas e Marchas
8) FANTASIA E FANTASIAS	— Sambas e Marchas
(Show of the Golden Room of the Copacabana Palace Hotel)	
9) Musica de EDUARDO SOUTO	— Piano by Mario de Azevedo
10) Musica de DORIVAL CAYMMI	— Piano by Jacques Klein
11) LUAR DO SERTAO (CATULO DA PAIXAO CEARENSE)	— Songs by Paulo Tapajos
12) ESSA NEGA FULO (JORGE FERNANDES)	— Baiao, Ponto Ritual, Ciranda, Choro e Samba
13) MELODIAS DE TERREIRO	— Pontos e Rituais
14) Viagem musical de VANJA ORICO	— Folklore e Popular
15) CANTA BAHIA (ARISTEU DE QUEIROZ)	— Folklore e Popular
16) ERNESTO NAZARETH	— Piano by Carolina Cardoso de Menezes

Finance Minister Alkimin Invites Foreign Business

Well-Intentioned Capital Welcome He Tells Interested Business Men

Sees Domestic Leaders Also; CACEX Lists Approved Plans

(*From Page* 1)

to the announced policies of economic expansion of Brazil enunciated by President Kubitschek and which are now being put into operation. Sr. Alkimin, who has been a close associate of the President for many years, was selected for his post by President Kubitschek because of his demonstrated ability to carry out the President's plans.

Part of President's Program

It is known that President Kubitschek's pre-inauguration trip, especially his visits to industrial areas in the United States and Europe, have made a deep impression upon him. Inasmuch as he had seen some of these areas during his student days in Europe, he had a chance to make a comparison between the present and the past and was deeply impressed by the phenomenal growth of industrialization, especially of those parts of Europe which he saw recently.

Industrialization Spurred

The President is more insistent than ever that Brazil participate in this wave of industrialization and has been spurring the country on to a new pace which he is attempting to set.

For example, while dining with more than fifty Ruhr industrialists in Duesseldorf, in West Germany, Dr. Kubitschek stated that his visit to the Ruhr impressed him more than anything else in his trip to Europe. Consequently, he has welcomed to Brazil the investments on the part of Krupp, Siemens and other German interests.

Well-Intentioned Welcome

The visit of the British Ambassador to Finance Minister Alkimin may be taken as a sign that the English are interested in maintaining their proportion of foreign investments in Brazil. The cordiality of the Brazilian Finance Minister indicates that all well-intentioned investments from abroad are welcomed for their stimulation to the country's economy.

Domestic Industry Also

The Finance Minister also mentioned during the course of his conference that he is not neglecting the role of domestic capital. He has had interviews with the presidents of the National Confederation of Industry and Commerce, of the Commercial Association of Rio de Janeiro, and of the Brazilian Rural Confederation. With all of these he has been discussing the new Brazilian tariff law, which is before the National Congress. This tariff measure has roused a good deal of sectional dispute.

Some Idea of Rio Thinking

While no definite statements have apparently been made about any order of priority of industries in the program of expanding the Brazilian economy, some ideas may be obtained from a study of the authorizations granted to thirty-three Brazilian firms for foreign exchange in connection with increasing plant capacities.

The firms permitted to make purchases abroad for installation and expansion of industrial plants are in the chemical industry, metallurgy, transportation, agriculture, electric power and electronics, cellulose and gases.

Sectional Activity

In terms of geographical distribution, twenty-five of the concerns are in the State of São Paulo, three are in the Federal District and two are in the State of Rio de Janeiro. For the other three no location has been mentioned.

Arranged according to industries, the firms granted foreign exchange priority and their projects are:

Division by Industries

Chemicals

Companhia Nitroquimica Brasileira, São Paulo, to increase production of chlorine, caustic soda, phosphate fertilizers, urea.

Usina Vitor Sence, Rio de Janeiro, for acetic acid, methyl acetate for caustic soda by the electrolytic process.

I. R. F. Matarazzo, São Paulo, for sulphuric acid.

Produtos Quimicos Elequeiroz, São Paulo, for sulphuric acid and plasticizers.

Omni do Brasil, São Paulo, for formol, urea plastics and glue.

Bakol S. A. Industria e Comercio, São Paulo, for styrene monomer.

Produtos Tecno-Quimicos, for alcalcides, morphine, codeine and dionine.

Metallurgy

Companhia Ferro Brasileiro, São Paulo, for seamless tubes and material for water and sewage installations.

Laminação Nacional de Metais, São Paulo, two plants for more rolling equipment, one copper.

Laminação de Metais Langone, São Paulo, for non-ferrous rolling equipment.

Companhia Industrial e Mercantil de Artefatos de Ferro CIMAF, São Paulo, for motor tire wires.

Aços Villares, São Paulo, for the making of s[illegible] steels.

Brasinter S.A., São Paulo, for powder metallurgy with scheelite for industrial tools.

Tecnica Murray, for detonators, steel helmets, field kitchens, moulds, axles, wheels, springs, structures.

Agriculture

Aspersão do Brasil, Asbrasil, for steel irrigation tubes.

Eberhardt Agricola e Industrial S. A., São Paulo, for agricultural implements, partly as investment of capital under the name Eberhard Brasileira (ex Germany).

Icma—Industria e Comercio de Maquinas Agricolas Campinas Limitada, São Paulo, for agricultural machinery including ploughs, disc harrows, rotative hoes and others.

Sanbra — Sociedade Algodoei[illegible] do Nordeste Brasileiro, São Pau[illegible] for the extraction of vegeta[illegible] oils.

Amertrade Industria e Come[illegible]cio S. A., São Paulo, for the [illegible]fining of animal fats.

Transportation

Mercedes Benz do Brasil, S[illegible] Paulo, for producing five-ton d[illegible]sel trucks, including motors, wit[illegible]out exchange cover but only [illegible] fixed surcharge to guarantee [illegible]quisition of complementary par[illegible]

Fabrica Nacional de Engre[illegible]gens Fanesa, São Paulo, for gea[illegible] for motor vehicles and other us[illegible]

Fabrica Nacional de Vagõ[illegible] São Paulo, for building railw[illegible] cars, truck chassis and bulldoze[illegible]

Industrias Reunidas de Ferr[illegible] Aço, Distrito Federal, for m[illegible]chine tools to complete existi[illegible] installations for the manufactu[illegible] of diesel engines.

Miscellaneous

Companhia Brasileira de Al[illegible]minio, São Paulo, for power hou[illegible] equipment.

Philips do Brasil, São Pau[illegible] for electronic valves.

Cisper — Companhia Industri[illegible] São Paulo e Rio, Distrito Feder[illegible]ten machines and refractories f[illegible] making glass for antibiotics.

Paulista Brasilgas Comercio [illegible] Industria, São Paulo, for colle[illegible]tion, bottling and distribution [illegible] propane gas.

Companhia Solliden do Bras[illegible] São Paulo, for making dentis[illegible] drills.

Dentaria Brasileira, São Pau[illegible] depolymerization and polymeriz[illegible]tion of acrilic compositions.

Companhia Paulista de Celulo[illegible] —Copase, São Paulo, and Indu[illegible]trias de Papel Simão, São Pau[illegible] for making cellulose.

Presidential Approval

These permits for foreign cu[illegible]rency have all been approved [illegible] the President of Brazil.

NOTE

All material in this bulletin may be freely reprinted or quoted from. The Brazilian Government Trade Bureau may be credited as the source.

Minister Gouthier Addresses Forum

At Economic Meeting of Industrial Federation of Minas Gerais

An economic forum, which brought together a large number of the leaders of Brazil's economic circles, was held recently in Belo Horizonte, the capital of the State of Minas Gerais. Its purpose was to discuss the economy of Brazil from the points of view of the experts assembled there.

The first session of the meeting was graced by the President of the Republic, Juscelino Kubitschek. The presiding officer was Deputy Augusto Vianna Ribeiro dos Santos. Among those invited were Minister Hugo Gouthier, Brazil's Consul General in New York.

Minister Speaks

Addressing the group at the Economic Forum of the Industrial Federation of Minas Gerais in Belo Horizonte, Consul General Gouthier gave an analysis of Brazilian financial and economic policies in the international field. He related his experiences as the Consul General of Brazil in New York, as the former head of the Economic Division of Itamaraty and as the organizer and the first Executive Director of the Consultative Commission on Commercial Accords.

He said that he had noted that there were various industrial undertakings which could be installed in Brazil without an exchange burden or payment of profits abroad.

Free Enterprise System

The Consul General also spoke about the free enterprise system, discoursed on the problem of wheat, complicated by the exchange situation and of the merchant marine. He concluded his talk with a discussion of the new tariff bill before the Brazilian Congress and the question of exports and exchange.

Need for New Industries

He urged Brazilians wherever he spoke to see to it that their industrial areas are constantly being improved, enlarged and modernized. He also showed the need of establishing new industries.

Minister Gouthier has just returned to his duties as Brazil's consul general in New York.

Brazilian News and Notes

PRODUCE OF FARMS REACHES NEW HIGH

Agricultural production in Brazil reached a new high in 1955, 81,300,000 tons, valued at Cr$110,-200,000, being produced as compared with 79,800,000 tons worth Cr$109,100,000,000 in 1954. The new peak looks even higher when compared with the 1951 figure of 66,600,000 tons having a value of Cr$56,700,000,000.

The area under cultivation in 1955 amounted to 21,200,000 hectares. Only 19,700,000 hectares were being tilled in 1953. The State of São Paulo was the largest producer, being responsible for twenty-two per cent of the volume and thirty-three per cent of the value. Minas Gerais was second and Rio Grande do Sul third.

ECONOMIC DEVELOPMENT COUNCIL CONSULTANTS

President Kubitschek has invited the following to act as special consultants to the recently formed Council of Economic Development: Srs. Alvaro Barcelos Fagundes, General Carlos Berenhauser, Casemiro Ribeiro, Edmundo Barbosa da Silva, Francisco C. San Tiago Dantas, Gerson Silva, Glycon de Paiva, Inácio Tosta, John Cotrim, Jorge Serpa Filho, Mário da Silva Pinto, Maurício Joppért da Silva, Otávio Bulhões, Renato Feio, Roberto de Oliveira Campos, Rui Muller de Paiva, Sebastião Santana e Sidnei Latini.

As becomes necessary, working groups and special commissions will be formed for the consideration of problems within the province of the Council of Economic Development.

S. PAULO IS FIRST IN SAUSAGE MANUFACTURE

The State of São Paulo is the leading producer of sausages in Brazil, having in 1954 contributed to the total 27,374,867 kilos, with a value of Cr$656,393,085. This figure is higher than the corresponding 1953 figure, when the total came to 25,136,602 kilos. The value of this quantity was Cr$497,384,409. According to the Ministry of Agriculture, sausage is preferred either in links or canned.

WATER BUFFALOES THRIVE IN THE AMAZON REGION

During the year 1955 the number of Indian water buffaloes being raised in the Amazon region by the Northern Institute of Agronomy was increased to 1200 heads. The herd is located in part on the Experimental Station of the Lower Amazon, in the vicinity of Santarém, and in part on the Daniel de Carvalho Reserve at Fordlândia.

In the report which has just been presented to the Minister of Agricultural, the Director of the National Service of Agronomy Research writes that the black Indian buffalo will be in the Amazon region, as it is at present in India, Egypt and Pakistan, the animal used in dairy farming.

ITAMARATY MUSEUM GETS FOUR MEDALS

Four medals, struck to commemorate the arbitration decision concerning the island of Trinidad, have been presented to the Itamaraty Museum by Sr. Fonseca Hermes Junior. The medals carry the images of Dom Pedro II, Afonso V, Leopoldo I and Lord Palmerston.

Another item presented to the Museum recently is a passport provided by Baron de Cayru while Minister of Foreign Affairs in 1846 to Maurice Rugendas. This document, which will be displayed under glass, is regarded as a precious find for the Museum.

EXPORT FIGURES FOR CABEDELO AVAILABLE

The port of Cabedelo just north of the city of João Pessoa in the State of Paraíba reports, that, in 1955, according to official figures, it exported 82,011,997 kilos of material, having a value of Cr$247,-072,324.

MINAS GERAIS FIRST IN MILK PRODUCTS

The State of Minas Gerais occupies first place in Brazil as a producer of milk products. In 1954 the federal government inspected plants which produced 160,920 tons of milk products having a value of Cr$1,973,095,249. In the previous year the total had been 155,967 tons with a corresponding value of Cr$1,686,459,876.

"Coffee Day" In Panamerica Week

Other Features Include Unveiling of Statue of Cordell Hull

A bust of Cordell Hull, the distinguished Secretary of State of the United States of the Franklin Roosevelt administration, will be placed in the Aztec Garden of the Pan American Union Building in Washington, D. C. The sculpture will be unveiled on April 9, during Pan American Week.

Day is April 14

Pan American Week will culminate in Pan American Day, Saturday, April 14, which will mark the twenty-sixth celebration of this anniversary and the sixty-sixth year of continuous inter-American cooperation in the social, economic and cultural fields.

"Coffee Day"

A "Coffee Day" will be included in this year's observance of Pan American Week, according to an announcement by the Pan American Union. In its Washington headquarters, on "Coffee Day" the Union will serve a special brew of coffee combining the products of the fourteen coffee producing countries of Latin America.

Advertising media such as magazines, billboards, newspapers, radio and television have during recent months carried coffee publicity to the effect that the motorist should "make the one for the road coffee" and that he should interrupt each hundred miles on the highway with "a coffee break."

Coffee Institute Display

There is currently a window display on Fifth Avenue at Forty-second Street, in a Bickford cafeteria, showing coffee berries and beans in various stages of processing, and also literature from several coffee producing areas, including a poster from the Instituto Brasileiro de Café.

Kits Available

To assist the growing number of communities and groups who wish to participate in Pan American Week activities, the Pan American Union has prepared kits containing material suitable for the occasion.

OPPORTUNITIES IN BRAZILIAN TRADE

The Brazilian Government Trade Bureau has received the following inquiries from businessmen in Brazil, who desire to export or import the products listed below. These inquiries are published as received and no representation is made as to standings of listed firms. We suggest that the parties interested write directly to these firms, via airmail, as well as to this office, at 551 Fifth Avenue, New York 17, N. Y.

BUYERS WANTED

MINERALS. Hiroji Oda, Rua Alvares Penteado 87-Sala 3 São Paulo.

HIDES and SKINS, COCONUT, TAPIOCA FLOUR, SALT SUGAR, SISAL. Bolsa de Mercadorias de Sergipe, Caixa Postal 172 Aracajú, Sergipe.

QUINCE PULP. Duilio Rotondaro, Caixa Postal 2595, São Paulo.

CARNAUBA WAX. Antonio Oliveira Caldas, Representações, Caixa Postal 566 Fortaleza, Ceará.

COSTUME JEWELRY. King Indústria e Comércio S.A., Caixa Postal 6464 São Paulo.

HEART OF PALMS. Coimbra Comercial e Importadora Brasileira S.A. Rua 7 de Abril, 252—2° andar, São Paulo.

MARBLE (cut and uncut)—Marmifera Brasileira, Rua José Clemente 160. Cable address MARLIBRADA, Rio de Janeiro.

SHOES FOR WOMEN. Indústria e Comércio Esvilap, Ltda. Rua 7 de Abril 264 9° andar, sala 913 São Paulo.

"TRADE OPPORTUNITIES"
for American firms

The Brazilian Government Trade Bureau also accepts advertisements from U.S. firms wishing to reach interested parties in Brazil in its weekly "BOLETIM AMERICANO", in Portuguese, widely distributed in Brazil. U.S. firms wishing to import Brazilian products and desiring to use these facilities are invited to write to: Brazilian Government Trade Bureau, 551 Fifth Avenue, New York, New York.

SISAL HANDBAGS. Luxorita, Comércio e Indústria Edifício Wildberger Sala 318, Caixa Postal 1194—Bahia.

CHILDREN CLOTHES. Irmãos Ganem Ltda. CHARME, Caixa Postal 1283 Salvador Bahia, Brazil.

DOUGLAS DC-3 PLANES. Kirsten, Marder & Mayer, Ltd. Caixa Postal 2115 Pôrto Alegre, Rio G. do Sul.

METAL INGOTS, STAINLESS MATERIAL (Sheets, bars, tubes) WIRES STRIPS TOOLS ELECTRIC TOOLS, MACHINES, PULLEYS and HOISTING ENGINES, BALL BEARINGS Guilherme Jacob & Filho S.A., Importação e Comércio de Aços Caixa Postal 3521, São Paulo.

FURNITURE: G. Bruinje S.A. Caixa Postal 1250, Curitiba, Paraná, Brazil. Cable address: GEBESA.

MINERALS AND MARBLE: Mario Rosal Roberto, Marmoreira, Curiús, Ceará.

SILVER JEWELRY: Adornos, Comercio e Industria Ltda., Rua México 70—Grupo 511, Rio de Janeiro.

SELLERS WANTED

TRUCK and AUTOMOBILE PARTS, TRUCK CHASSIS, UNASSEMBLED JEEP-LIKE VEHICLES, FERROUS AND NON-FERROUS METALS, CHEMICAL PRODUCTS, MACHINERY AND MOTORS IN GENERAL, CUTLERY AND TOOLS IN GENERAL. NORTEBRAS S.A. Comércio e Indústria, Av. Presidente Vargas 446 Rio de Janeiro, Brazil.

EGGS: Intermundo do Brasil, Caixa Postal 11207, São Paulo, Brasil.

ONION SEEDS: Irmãos Khoury & Hedayioglu, Caixa Postal 56, Juazeiro, Bahia, Brazil. Cable address: "MOINHO".

AGRICULTURAL STEEL TOOLS, GALVANIZED STEEL AND IRON PRODUCTS, CHEMICALS and other GENERAL MERCHANDISE. Comercial Cruzeiro do Sul Ltda., Caixa Postal 63, Salvador, Bahia, Brazil. Cable Address: CASUL, Bahia, Brazil.

REPRESENTATIVES

EGG GRADING MACHINES. Cooperativa Agricola de Cotia, Rua Cardeal Arcoverde 2539, São Paulo, Brazil.

Wish to represent American exporters of **TRUCKS, OMNIBUS and AUTOMOBILE PARTS—EVANDRO CARVALHO,** Praça Marciel Pinhiera, 399 Recife, Pernambuco.

Offers an area of 8,000 square meters for the construction, on a partnership basis, of an American plant for plastic articles. Indústria de Botões S. Jorge, Ltda. Caixa Postal 97, São Gaetano do Sul Brazil.

Wishes to contact **REAL ESTATE BROKER,** Mr. Norberto B.A. Piragibe Caixa Postal 4703 São Paulo.

Individuals and companies interest in making investments in Brazil are invited to consult the **FIDELITAS EXPANSAO ECONOMICA S.A.** Caixa Postal 4730 São Paulo.

Wish to represent American manufacturer of: **MACHINES FOR DAIRY PRODUCTS, FRIGIDAIRES, AIR CONDITIONERS, HEATING SYSTEMS, MATERIAL FOR LABORATORIES, PAPER:** Kurt Wollheim Cia, Ltda. Caixa Postal 504. Cable Address: WOLLHEIM, Pôrto Alegre, Rio Grande do Sul.

MISCELLANEOUS

Wishes to receive catalogs listing hospitals, nurses, doctors, schools, factories, oil refineries, etc., UNIFORMS.

Wishes to get in touch with firms specializing in cartoon designs such as Mickey Mouse, Pluto, etc.